

Virtuelle & hybride Veranstaltungen

Oliver Heinke, Ausstellungsleiter / Mitglied der Geschäftsführung



Überblick



- **Vorstellung INTERPLAN AG**
- **Rückblick auf die letzten 12 Monate mit digitalen /
hybriden Kongressen**
- **Beispiel EASD 2021**
- **Ausblick auf 2022**

Wer wir sind

INTERPLAN Congress, Meeting & Event Management AG



- **PCO seit über 50 Jahren**
- **Mehr als 3.000 Veranstaltungen**
- **60 – 80 Kongresse und Events pro Jahr in Deutschland & Europa**
- **100 Mitarbeiter an 4 Standorten**

Unsere Leistungen

- **Projekt-Management**
- **Budget / Vorfinanzierung**
- **Ausstellung und Sponsoring**
- **Hotel-Service**
- **DMC / Social Events**
- **Registrierung**
- **Marketing / Social Media / Webpages**
- **Association Management**
- **Virtuelle Kongresse**

www.interplan.de

2020



2021



Rückblick



Zahlen & Fakten



Rückblick



Konzepte



Rückblick



Erfahrungswerte virtuelle VAs



Beispiel EASD 2021 / Lessons learned aus 2020



EASD 21 - Landing Page

SCIENCE

Scientific Programme

Live Streams

Short Orals

EASD TV

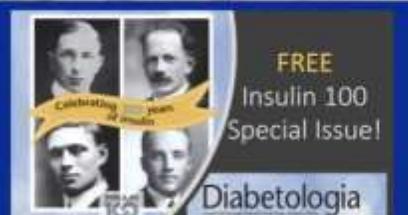
My Congress

EASD VIRTUAL MEETING

EASD PLAZA



FREE Insulin 100 Special Issue!



Diabetologia Special Issue

INDUSTRY

Presented by INTERPLAN

Meet the Companies

Industry Sessions

3D Exhibition

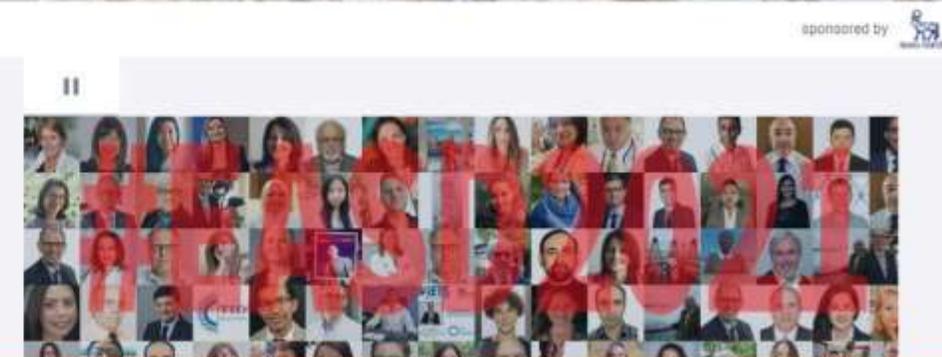
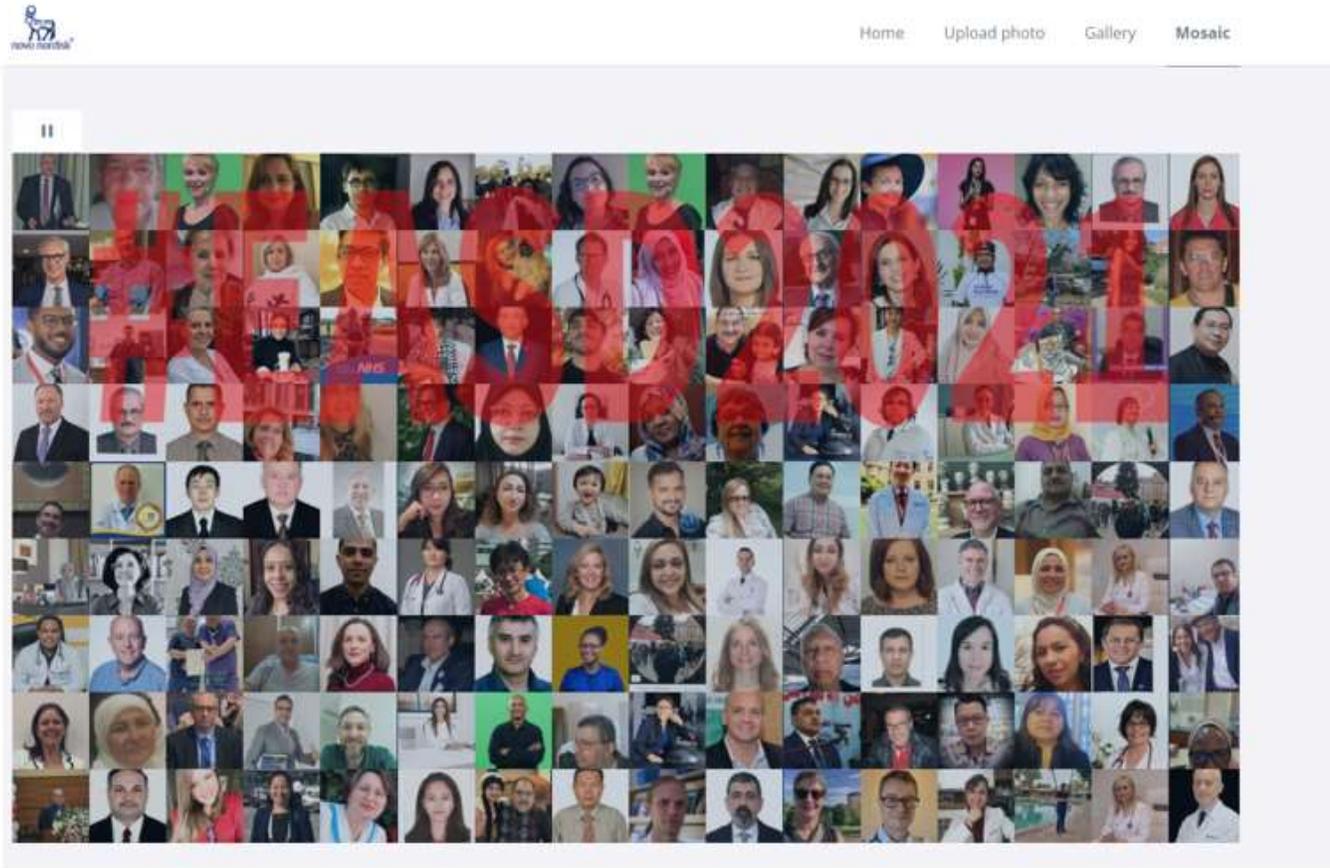
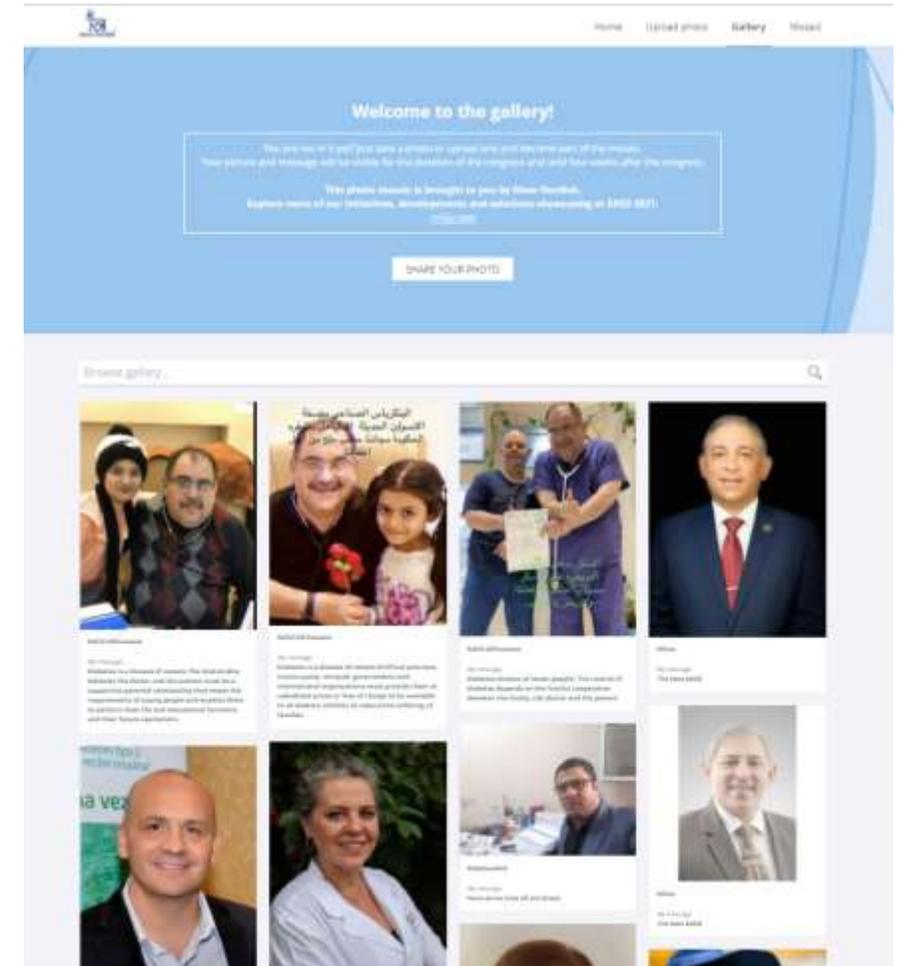


Photo Gallery - Click here to join!

EASD 21 – Photo Mosaik



<https://easd21.picturemosaic.online/mosaic>



EASD 21 - TV



- Diskussionen
- Interviews
- Tagesrückblicke
- Portraits
- Kurze Teaser Videos
- E-learning



EASD 21 - Session Formate

HOME LIVE STREAMS PROGRAMME SHORT DRALS INDUSTRY SESSIONS MEET THE COMPANIES PHOTO GALLERY 3D WORLD

Berlin Hall | 12:30-14:30 | Health care, health outcomes and costs for people with diabetes during the COVID-19 pandemic and beyond
 Chairs: William Jeffcoate (GB), Andrea Icks (DE)



Currently watching

CT CS YH +51 Show more

Q&A Fishbowl Polling Chat

Tim Schoenitz

Add a question...

CLEAR SUBMIT

Emma Wilmot 59 minutes ago
 Can't beat the Glaswegian perspective Naveed! Great talk!
 Reply 7

Emma Wilmot 57 minutes ago
 Concerns about how we cope with the backlog of care - is now the time to reshape how we deliver care and really prioritise those most in need instead of regular reviews?
 Reply 4

← Back to overview



Evaluation Session pdf Poll 2

EW010 - PK/PD: do we need to approach neonates, children and pregnant women differently?

Session Overview

08:00 - 08:10	Test Talk 1 Firstname Lastname (DE)
08:10 - 08:20	Video Talk Firstname Lastname (BO)
08:20 - 08:30	Video Upload und mehr als ein Video per Slide

Fishbowl 18 Q & A 10 Polling Helpdesk

TOPIC

Live underappreciated cause of the brain region connected

CURRENT QUESTION

Placebo and pain: was the rest had had a dose?

Participate Already queued 8 (of 10)

Moderator

- Dr Patricio Loranetti (I) Clinical Scientist, Chicago

Participants

- Dr Patricio Loranetti (I) Clinical Scientist, Chicago

EASD 21 - Sponsors Lounge

generic logo COMPANY

Welcome SUSAN MILLER to the COMPANY Lounge at the ABC CONGRESS.

video 1720x1080

Watch Welcome Video

Optional Title here

Continue



generic logo COMPANY

Welcome SUSAN MILLER to the COMPANY Lounge at the ABC CONGRESS.

company lounge teaser image min. 1368x1368 px png or jpg

Company Networking Group Title 1

Continue

Join Group 1



generic logo COMPANY

Welcome SUSAN MILLER to the COMPANY Lounge at the ABC CONGRESS.

Symposium Poster Square 1368 x 1368 px png or jpg

Symposium Poster Square 1368 x 1368 px png or jpg

Symposium Poster Square 1368 x 1368 px png or jpg

Continue

Programme at a glance



generic logo COMPANY

Welcome SUSAN MILLER to the COMPANY Lounge at the ABC CONGRESS.

Meeting Title - name your meeting 18 Sep 2021, 15:00-16:00

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Meeting Title - name your meeting 18 Sep 2021, 15:00-16:00

Join meeting

Join meeting

Join meeting

Continue



generic logo COMPANY

Welcome SUSAN MILLER to the COMPANY Lounge at the ABC CONGRESS.

company lounge teaser image min. 1368x1368 px png or jpg

Thank you and enjoy your Congress 2021!

Go to congress

Go to company profile

EASD 21 - Push Notifications / Pop-up Ads

Advertisement headline top (optional)



Advertisement headline bottom (optional)

Optional teaser text Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.
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Optional Link

Notification Title ⚙️ ✕

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[Go to Link Text](#) [Not now](#)

Notification Title ⚙️ ✕

Logo/Image
min. 400x400 px
.png or .jpg

Notification description here please visit the following lorem ipsum dolor sit amet this is the notification description here please visit the following lorem ipsum dolor...

[Go to Link Text](#) [Not now](#)

EASD 21 - Tracking / Dashboard / Lead Retrieval

STATISTIC

Profile Products **Symposia** Banners User Actions Lounge

Excel downloads of your stats

The files can be downloaded for different segments of you visitors:

No Segment Area of Interest Country HCP Status Profession Registration Type City Gender

Access Overview

Symposia  **5698** Unique Users

	Unique Users	Views
		Total
Pre-Conference	508	
Day 1	1980	
Day 2	888	
Day 3	611	
Day 4	465	
Post-Conference	1246	

Let us know you were here

By clicking on the button "Yes I want to enter" you agree that your personal data processed in the context of this event may be passed to this industry partner so that the latter may be informed of your visit. Click here for more details.

You will share the following personal data:

- First Name
- Family Name
- E-Mail
- City
- Country
- Profession
- Area of Interests
- HCP / Non-HCP

Notification on Personal Data

Show the Industry Partners Privacy Policy

If you choose to share your personal data with us, Novo Nordisk will process your personal data for the purpose of developing and maintaining a professional relationship with you as HCP as it is necessary for our legitimate interests. You may at any time request an overview of the personal data collected and processed and request correct and/or deletion of your personal data. You may exercise these rights including requesting us to stop or limit the processing of your personal data by contacting privacy@novonordisk.com. You can read more about the processing of your personal data and your rights in the Privacy Notice

The personal data we collect and the process is:

- First name
- Surname
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Terms and Conditions

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Hereby I confirm the terms and conditions

EASD 21 – Behind the scenes

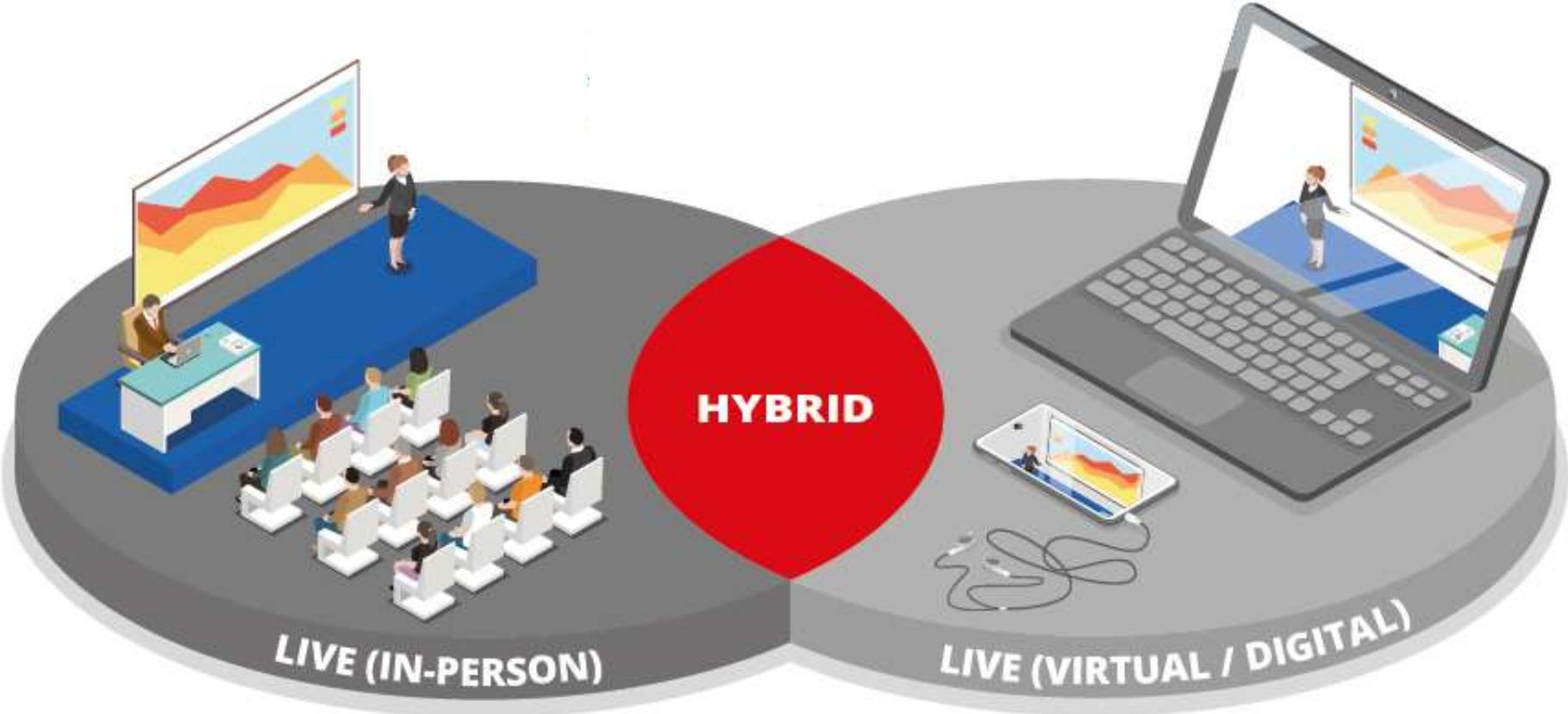


Making of Video

Bei Interesse kontaktieren Sie mich gerne via



Was heißt hybrid?



Ausblick



Ausblick - EASD 22 hybrid

Half F 11:00
Sitzung: Undergraduate and postgraduate training and assessments in the infection field - a European discussion
Vorsitzende: Hilpi Rautelin, Jean Paul Stahl

Question to the audience

Who were the two left-handed members of The Beatles?:

1. John Lennon and Paul McCartney
2. Paul McCartney and Ringo Starr
3. Ringo Starr and George Harrison
4. George Harrison and John Lennon

Abstimmung starten

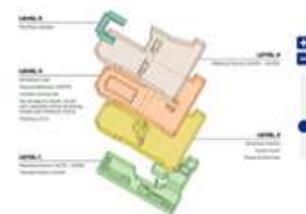
Zurück zur Präsentation

Mobile Webseite oder iOS / Android App
<http://www.qna.at/dgn>



EASD EXHIBITION

Overview



Overview Level 1 Level 2 Level 3

A	Arava Scientific Inc.	10m	Level 1
	A&L OPTIKGmbH, SA	10m	Level 1
	Arava	10m	Level 1
	ALCANTARA	10m	Level 1
	ARF Produktion	10m	Level 1
B	Bruckner Healthcare Holding GmbH	10m	Level 1
	BRUNNEN GmbH & Co. KG	10m	Level 1

Trends



- **Augmented Reality**
- **Virtual Reality**
- **Individualisierte Programmvorschläge / User Journey**
- **Post Kongress Vermarktung => Webinare, Themenfokus**
- **Noch mehr Tracking / Statistics / Analytics**
- **Hub Meetings (lizensiert) ?!**

